

# Report of the Citizens' Committee to Study the Flower Fields and Strawberry Fields Area



# Citizens' Committee to Study the Flower Fields and Strawberry Fields Area

- Committee established April 18, 2006
  - 31 member Committee
    - 25 Citizen voting members
    - 6 non-voting members

# Citizens' Committee to Study the Flower Fields and Strawberry Fields Area

## ■ Committee Members were:

Pete Aadland  
Jill Agosti  
Jennifer Benner  
Marvin Cap  
Bill Dominguez  
Farrah Douglas  
Vern Farrow  
Bob Garcin  
Gary Hill  
Mark Johnson  
Pat Kurth  
Keith Lewinger  
Cary Manning

Len Martyns  
Kip McBane  
Gina McBride  
Laura Means Pope  
Leslea Meyerhoff  
Robert Morgan  
Eric Muñoz  
Peder Norby  
Seth Schulberg  
Daniel Swiger  
Heidi Willes  
Mark Winkler

### Non-voting Members

Chris Calkins  
Claudia Carrillo  
Marvin Sippel  
Courtney Heineman  
Nancy Calverley

# Citizens' Committee to Study the Flower Fields and Strawberry Fields Area

## ■ Charge of Committee

- Review background information
- Review two initiatives and City ballot measure
- Receive public input and presentations
- Prepare an independent and objective comparison
- Make any other recommendations

# Work Program/Tasks of the Citizens' Committee

- Committee met May 16, 2006 to July 11, 2006
- Committee held 7 publicly-noticed meetings
- All Committee information posted on City website
- Committee elected a Chair and Vice Chair
  - Eric Muñoz, Chair
  - Kip McBane, Vice Chair
- Committee meetings facilitated by NCRC

# Work Program/Tasks of the Citizens' Committee

- Committee completed all assigned tasks including:
  - Reviewed all background information
  - Reviewed the proposed initiatives and the City measure
  - Prepared a Comparative Analysis matrix of the measures
  - Made recommendations primarily to the City's measure
- The result of the Citizens' Committee effort is the Report before the Council this evening

# Citizens' Committee Report

- The Report contains the following:
  - Comparative Analysis matrix of the Measures
  - Recommendations of Committee majority
- A minority report prepared by the Vice-Chair of the Committee is also included

# Comparative Analysis Matrix

- Committee approved Comparative Analysis matrix (17-4-0)
- Gateway Parkland initiative excluded from matrix
- Draft matrix prepared by 5 member Subcommittee
  - Seth Schulberg, Subcommittee Chair



# Comparative Analysis Matrix

- Matrix consists of two parts
  - Issues Analysis (most important)
  - Technical Analysis
- Guiding Principles used in preparing matrix
  - Provide a neutral, objective unbiased analysis
  - No assumptions or personal opinions
  - No speculation about how initiatives would be implemented
  - If the initiative was silent on a use, the use was considered not permitted

# Citizens' Committee Recommendations

- Two categories of recommendations
  - Proposed City ballot measure recommendations
  - Other Committee Recommendations

# City Ballot Measure Recommendations

- A City sponsored ballot measure should go forward but it should be different than the one presently proposed (15-3-3).
- A City sponsored ballot measure should go forward with the changes contained in the Citizens' Committee recommendations (20-0-1).

# City Ballot Measure Recommendations

- The City ballot measure should affirm the existing TR designation on the 48 acre parcel currently designated for TR. This parcel should be removed from inclusion in the City's ballot measure (19-0-2).

# City Ballot Measure Recommendations

- The City ballot measure should allow public or private recreation, not just passive recreation (17-3-1), and should permit passive and active recreation without altering the existing Flower Fields® (12-0).

# City Ballot Measure Recommendations

- For Carlsbad Ranch Specific Plan: Retain agricultural use and allow flexibility and support agricultural uses and allow active recreation uses on all Carlsbad Ranch sites (except on The Flower Fields®)(17-0-4).

# City Ballot Measure Recommendations

- City ballot measure should clarify SDG&E property rights, i.e. entire property is currently zoned Public Utility not just where the power line easements are located. Any City ballot measure should not strip away Public Utility uses on the property as a whole (13-1-7).

# City Ballot Measure Recommendations

- Remove specific reference to a “Civic Center” in the City ballot measure (16-5-0).



# City Ballot Measure Recommendations

- The City ballot measure should reiterate that the City has a Growth Management Plan that applies to the surrounding areas and works well (15-4-1).

# Other Committee Recommendations

- The City should work to achieve General Plan/Local Coastal Program/Zoning consistency for all the properties under consideration (18-0-3).
- The City should conduct community outreach effort to “scope out” General Plan, Local Coastal Program, and Zoning designations that would guide the City effort in the recommendation above(19-0-2).

# Other Committee Recommendations

- The City should allow for a public “deliberation” process irrespective of results of election (different than a public “meeting” where time for comments is limited) (20-0-1).
- The City Council should initiate a comprehensive planning effort for the properties (21-0-0).

# Citizens' Committee Report

## Staff Recommendation

- Commend Committee Members for the time, effort and valuable input they provided
- Accept Committee Report
- Provide direction to staff on Citizens' Committee Recommendations